

ORDER



Orders

Order / Rev: 706646

Alt Order #: 06278652

Product Desc: OBAMA FOR AMERICA

Estimate: 1537

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 08/15/12 / 08/15/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Greer Margolis Mitchell/ Pol

Buying Contact:

Billing Contact:

3050 K St NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: WEEKLY

Agency Commission: 15%

Advertiser

Name: Obama/D/President

Demographic: A35+

Product Codes: PL-Presidential

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	194	\$106,025.00	\$90,121.25
10/15/12	10/21/12	36	\$19,200.00	\$16,320.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	230	\$125,225.00	\$106,441.25	0.00
Totals	230	\$125,225.00	\$106,441.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	30%	\$125,225.00
Market	100%	\$417,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,174.17
WEWS	20%	\$83,483.33
WJW	28%	\$116,876.67
WOIO	19%	\$79,309.17
WUAB	2%	\$8,348.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/09/12	10/12/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$200.00		0.00				
E 2	WKYC	10/09/12	10/12/12	M-F 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
11a-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$100.00		0.00				
E 3	WKYC	10/09/12	10/12/12	Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$450.00	P-5	0.00	NM	7	\$3,150.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			7		\$450.00		0.00				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	8	\$100.00	P-5	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$100.00			0.00			
E 5	WKYC	10/09/12	10/12/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$150.00			0.00			
E 6	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	7	\$200.00	P-5	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7			\$200.00			0.00			
E 7	WKYC	10/09/12	10/12/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$50.00			0.00			
E 8	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$200.00			0.00			
E 9	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$200.00			0.00			
E 10	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$300.00	P-5	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$300.00			0.00			
E 11	WKYC	10/09/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$50.00			0.00			
E 12	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$50.00			0.00			
E 13	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$500.00	P-5	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$500.00			0.00			
E 14	WKYC	10/09/12	10/12/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7			\$750.00			0.00			
E 15	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	10	\$400.00	P-5	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		10			\$400.00			0.00			
E 16	WKYC	10/09/12	10/12/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	7	\$1,500.00	P-5	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7			\$1,500.00			0.00			
E 17	WKYC	10/09/12	10/12/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7			\$750.00			0.00			
E 18	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			20		\$400.00		0.00				
E 19	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$750.00		0.00				
E 20	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$200.00		0.00				
E 21	WKYC	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - F - -			1		\$1,500.00		0.00				
E 22	WKYC	10/12/12	10/12/12	Fri Prime A Fri Prime A	CM	8-9p	- - - - F - -	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - F - -			1		\$1,500.00		0.00				
E 23	WKYC	10/15/12	10/15/12	Mon Prime C Mon Prime C	CM	10-11p	M - - - - -	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M - - - - -			1		\$2,200.00		0.00				
E 24	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M - - - - -	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M - - - - -			1		\$5,000.00		0.00				
E 25	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - SS			4		\$500.00		0.00				
E 26	WKYC	10/13/12	10/13/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	- - - - - S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			1		\$100.00		0.00				
E 27	WKYC	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	- - - - - S-	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			1		\$800.00		0.00				
E 28	WKYC	10/13/12	10/13/12	630A-7A Chris Matthews Show	CM	630a-7a	- - - - - S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			1		\$200.00		0.00				
E 29	WKYC	10/13/12	10/13/12	Sat 7-8p Sat 7-8p	CM	7-8p	- - - - - S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			2		\$400.00		0.00				
E 30	WKYC	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			2		\$350.00		0.00				
E 31	WKYC	10/13/12	10/13/12	Sat Prime A 8-9p	CM	8-9p (8:00 PM-9:00 PM)	- - - - - S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S-			1		\$900.00		0.00				
E 32	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 32	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					3	\$350.00		0.00			
E 33	WKYC	10/13/12	10/13/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$900.00		0.00			
E 34	WKYC	10/14/12	10/14/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,500.00		0.00			
E 35	WKYC	10/14/12	10/14/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$950.00		0.00			
E 36	WKYC	10/14/12	10/14/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p/Su	-----S	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$100.00		0.00			
E 37	WKYC	10/14/12	10/14/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$125.00		0.00			
E 38	WKYC	10/14/12	10/14/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
E 39	WKYC	10/14/12	10/14/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$1,000.00		0.00			
E 40	WKYC	10/14/12	10/14/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$6,500.00	P-5	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$6,500.00		0.00			
E 41	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$350.00		0.00			
E 42	WKYC	10/14/12	10/14/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					3	\$350.00		0.00			
E 43	WKYC	10/11/12	10/11/12	Thu Prime B Thu Prime B	CM	9-10p	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$2,500.00		0.00			
E 44	WKYC	10/09/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	8	\$950.00	P-5	0.00	NM	8	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTFSS					8	\$950.00		0.00			
E 45	WKYC	10/09/12	10/09/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$2,500.00		0.00			
E 46	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706646
 Alt Order #: 06278652
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p -T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,800.00		0.00			
E 47	WKYC	10/10/12	10/10/12	Wed Prime A Wed Prime A	CM	8-9p --W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,800.00		0.00			
E 48	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p --W---- (9:00 PM-10:00 PM)	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,000.00		0.00			
E 49	WKYC	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$200.00		0.00			
E 50	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$100.00		0.00			
E 51	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$450.00		0.00			
E 52	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a M-----	:30	2	\$100.00	P-5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$100.00		0.00			
E 53	WKYC	10/15/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$150.00		0.00			
E 54	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$200.00		0.00			
E 55	WKYC	10/15/12	10/15/12	Last Call Last Call w/Carson Daly	CM	135a-205a M----- (1:35 AM-2:05 AM)	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$50.00		0.00			
E 56	WKYC	10/15/12	10/15/12	M-F 2-3p Rachel Ray	CM	2-3p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$200.00		0.00			
E 57	WKYC	10/15/12	10/15/12	M-F 3-4p The Doctors	CM	3p-4p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$200.00		0.00			
E 58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$300.00		0.00			
E 59	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$50.00		0.00			
E 60	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706646
 Alt Order #: 06278652
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 60	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2		\$50.00			0.00			
E 61	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2		\$500.00			0.00			
E 62	WKYC	10/15/12	10/15/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1		\$750.00			0.00			
E 63	WKYC	10/15/12	10/15/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2		\$400.00			0.00			
E 64	WKYC	10/15/12	10/15/12	Nightly News Nightly News	CM	M-Su 6:28p-7p M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1		\$1,500.00			0.00			
E 65	WKYC	10/15/12	10/15/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1		\$750.00			0.00			
E 66	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a M-----	:30	5	\$400.00	P-5	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		5		\$400.00			0.00			
E 67	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1		\$750.00			0.00			
E 68	WKYC	10/15/12	10/15/12	M-F 9-10a Today II Today Show II	CM	9a-10a M----- (9:00 AM-10:00 AM)	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2		\$200.00			0.00			
E 69	WKYC	10/15/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1		\$950.00			0.00			
Totals													230	\$125,225.00